

Exhibit E

YOU HAVE BEEN SELECTED



WSJ wants to hear from you. Take part in this short survey to help shape The Journal.

[Click Here To Take The Survey](#)

Web's Hot New Commodity: Privacy



Giles Sequeira now sells personal details about himself to advertisers.

GARETH PHILLIPS FOR THE WALL STREET JOURNAL

By Julia Angwin and Emily Steel

Updated Feb. 28, 2011 12:01 am ET

As the surreptitious tracking of Internet users becomes more aggressive and widespread, tiny start-ups and technology giants alike are pushing a new product: privacy.

Companies including Microsoft Corp., McAfee Inc.—and even some online-tracking companies themselves—are rolling out new ways to protect users from having their movements monitored online. Some are going further and starting to pay people a commission every time their personal details are used by marketing companies.

"Data is a new form of currency," says Shane Green, chief executive of a Washington start-up, Personal Inc., which has raised \$7.6 million for a business that aims to help people profit from providing their personal information to advertisers.

The Wall Street Journal's year-long What They Know investigation into online tracking has exposed a fast-growing network of hundreds of companies that collect highly personal details about Internet users—their online activities, political views, health worries, shopping habits,

financial situations and even in some cases their real names—to feed the \$26 billion U.S. online-

TO READ THE FULL STORY

SUBSCRIBE

SIGN IN

THE WALL STREET JOURNAL.

Continue reading your article with
a WSJ membership

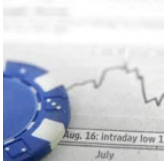
Memorial Day Sale

Last Chance: \$4 per Month

VIEW MEMBERSHIP OPTIONS

SPONSORED CONTENT

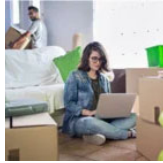
Dianomi



Where should
you invest
\$1,000
now?
The M



This Guy is
Famous For



Thinking About
Downsizing?
Charles



College Saving
Mistakes



Save faster
with a high
yield
Select
Only
EDIC
Our advisors
Citi® High-Yield
Share & Post



SPONSORED OFFERS

TARGET:

20% off sitewide - Target Promo Code
2021

MACY'S:

Macy's coupon - Sign up to get 25% off
next order

KOHL'S:

30% off Kohl's coupon for Rewards
members

SAKS FIFTH AVENUE:

20% off first order - Saks Fifth Avenue
promo code

OLD NAVY:

50% off Father's day apparel at Old Navy

PRETTYLITTLETHING:

Extra 10% off - PrettyLittleThing coupon

UPCOMING EVENTS

June

12:00 PM - 1:45 PM EDT

WSJ Women In: Intelligent Investing

17
2021

June

24

2021

11:00 AM - 5:00 PM EDT

Global Food Forum

June

30

2021

1:00 PM - 1:45 PM EDT

WSJ Pro Cybersecurity Webinar: Aligning IT and Cybersecurity

ADD TO CALENDAR